

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CLAIMS

I claim:

1. An Internet sales tracking system for reimbursing display store costs comprising:

a) a base terminal for use by a consumer;

b) a core handler computer system having capability for database response;

c) a means for accessing said core handler computer system from said base terminal;

d) a master code, generated at a retail location; said master code identifying at least said retail location;

e) a means for accepting said master code from said base terminal, said means for accepting being installed within said core handler computer system; and

f) a means for distributing a payment to said retail location when said consumer orders a product from an internet website that collects said master code from said consumer and transmits said master code to said core handler computer system.

2. The internet sales tracking system for reimbursing display store costs of claim 1 wherein said master code further comprises a retail salesperson identifying code.

3. The Internet sales tracking system for reimbursing display store costs of claim 1 wherein said master code further includes a product code.

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1 4. The Internet sales tracking system for reimbursing display store costs of claim
2 3 wherein said product code includes a pricing code.

3 5. The internet sales tracking system for reimbursing display store costs of claim
4 1 wherein said master code further includes a pre-determined fee distribution system
5 for allocating funds collected from a consumer to participants involved in a transaction.

6 6. The internet sales tracking system for reimbursing display store costs of claim
7 1 wherein the base terminal for use by a consumer is located in a consumer's home.

8 7. The internet sales tracking system for reimbursing display store costs of claim
9 5 wherein said pre-determined fee distribution system is not activated until a consumer
10 purchases an item using said master code.

11 8. A method of internet sales tracking for reimbursing display store costs, from a
12 system having a base terminal is for use by a consumer, a core handler computer
13 system having capability for database response, a means for accessing said core handler
14 computer system from said base terminal, a master code, generated at a retail location,
15 said master code identifying at least said retail location, a means for accepting said
16 master code from said base terminal, said means for accepting being installed within
17 said core handler computer system, and
18 a means for distributing a payment to said retail location when said consumer orders a
19 product from an internet website that collects said master code from said consumer and
20 transmits said master code to said core handler computer system comprising the steps
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1 a) visiting a retail location;

2 b) identifying a desired product;

3 c) obtaining a master code from said retail location;

4 d) accessing an internet website that offers said desired product for sale;

5 e) purchasing said product from said internet website;

6 f) entering said master code during said purchase;

7 g) generating a payment to said retail location from a company controlling said
8 website, whereby said payment to said retail location is remuneration for providing
9 viewing services to a consumer, and further wherein said payment is predicated on
10 information contained in said master code.

11 9. The method of claim 8 wherein the step of accessing an internet website is
12 performed at a consumer's home.

13 10. The method of claim 8 wherein the step of generating a payment to said
14 retail location is not completed until after a consumer's purchase transaction has been
15 completed and the consumer has caused funds to be transferred for the consumer's
16 purchase transaction.

17 11. The method of claim 8 wherein the master code contains a product
18 identification code, and a store identification code.

19 12. The method of claim 11 wherein said master code further includes a sales
20 representative code.

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